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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

Mass Communication and Journalism

JOU 5B 09—PUBLIC RELATIONS AND CORPORATE COMMUNICATION

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer any number of questions each not exceeding 50 words.  
Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Edward Louis Burnays.
2. Be the warrior.
3. Publicity.
4. PRSI.
5. PR consultancy.
6. Corporate identity.
7. Grapevine.
8. Press release.
9. Internal audience.
10. *Samakalika Janapadam.*
11. Writing projects.
12. SWOT.
13. Crisis.
14. House journal.
15. Media relations.

**Turn over**

**Part B**

*Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Critically analyse the role of Paul Garrett to public relations industry.
17. Trace the origin and development of public relations in India.
18. What is the role of lobbying and pressure groups ?
19. Describe the significance of reputation management in an organisation.
20. Define CSR. Describe the scope of CSR activities.
21. What is corporate identity ? How does it promote an organisation ?
22. Prepare a press release on a charitable activity organised by your college.
23. Differentiate between public relations and advertising.

**Part C**

*Answer any **two** questions.  
Each question carries 10 marks.*

24. Examine the scope and challenges of social media management in public relations and corporate communication.
25. Trace the evolution of corporate communication. How does it differ from public relations ?
26. Why do governments require public relations ? Elaborate your responses with suitable examples.
27. Define PR campaign. Examine the impact of a PR campaign launched by Government of Kerala/India during the Covid-19 pandemic.

(2 × 10 = 20 marks)